

<b>TRANSMITTAL FORM</b> <i>(to be used for all correspondence after initial filing)</i>		Application Number 10/039,062
		Filing Date December 31, 2001
		First Named Inventor William R. Matz
		Art Unit 2153
		Examiner Name Sean M. Reilly
Total Number of Pages in This Submission: 11		Attorney Docket Number BS01376

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Name (Print/Type)	Bambi Faivre Walters	Reg. No.:	45,197
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**In re application of:** William R. Matz**Group Art Unit:** 2153**MAR 15 2005****Application No.:** 10/039,062**Examiner:**

Sean M. Reilly

**Filed:** December 31, 2001**Title:** "System and Method for Targeted Content Distribution Using Tagged Data Streams"**VIA FACSIMILE 703-872-9306**

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INFORMATION DISCLOSURE STATEMENT

Pursuant to 37 CFR §§1.56, 1.97, and 1.98, the attention of the Patent and Trademark Office is hereby directed to the references listed on the attached Forms PTO 1449 (pp. 1-5).

This Information Disclosure Statement is being submitted after the mailing of a first Office Action in this application and therefore, a certification fee is believed to be required (37 CFR § 1.97(b)(3)).

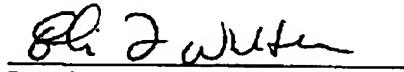
03/16/2005 BBONNER 00000038 10039062

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180.00 0P

It is respectfully requested that the references listed on the attached forms be expressly considered by the Examiner and be made of record in the application and appear among the "References Cited" on any patent to issue therefrom.

Respectfully submitted,



Bambi F. Walters  
Attorney for Applicants  
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Telephone: 757.253.5729

Date: MARCH 15, 2005

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STATEMENT BY APPLICANT**

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**Complete If Known**

Application Number	10/039,062
Filing Date	December 31, 2001
First Named Inventor	William R. Matz
Group Art Unit	2153
Examiner Name	Sean M. Reilly
Attorney Docket Number	BS01376

**U.S. PATENT DOCUMENTS**

Examiner Initials *	Cite No. <sup>1</sup>	U.S. Patent Document Number	Kind Code <sup>2</sup> (if known)	Name of Patentee or Applicant of Cited Document	Date of Publication of Cited Document MM-DD-YYYY	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		677,208		Chernock et al.	06-16-1901	
		3,788,810		Bliss et al.	03-19-1974	
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Sheet

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Complete if Known

Application Number	10/039,062
Filing Date	December 31, 2001
First Named Inventor	William R. Matz
Group Art Unit	2153
Examiner Name	Sean M. Reilly
Attorney Docket Number	BS01376

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Examiner Initials *	Cite No. <sup>1</sup>	U.S. Patent Document Number	Kind Code <sup>2</sup> (If known)	Name of Patentee or Applicant of Cited Document	Date of Publication of Cited Document MM-DD-YYYY	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		5,819,247		Russo	04-1997	
		5,830,119		Aristides	05-13-1997	
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**FOREIGN PATENT DOCUMENTS**

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		Offic <sup>3</sup>	Number <sup>4</sup>				
			EP 0 424 648 A EP 1162840 A2 WO 99 52285 A WO 99 04561 A WO 99 45702 A	Wilson	02-02-1991 12-2001 10-14-1999 01-28-1999 09-10-1999		

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Examiner Name	Sean M. Reilly
Attorney Docket Number	BS01376

**OTHER PRIOR ART – NON PATENT LITERATURE DOCUMENTS**

Examiner Initials *	Cite No. <sup>1</sup>	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue numbers, publisher, city and/or country where published.	T <sup>2</sup>
		PCT Publication No. WO 94/17809 (Kieff et al., 08-04-1994)	
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		"allNetDevices: - Report: Interactive TV Soon to Become Direct Marketing Tool," allNetDevices, <a href="http://www.devices.internet.com/com_cai/print/print.cgi?uri=http://devices.../report_interactive.html">www.devices.internet.com/com_cai/print/print.cgi?uri=http://devices.../report_interactive.html</a> , (11/16/01) pp.1-2.	
		"Liberate Technologies – Solutions," Digital Cable Two-Way, <a href="http://www.solutions.liberate.com/architecture/dc2.html">www.solutions.liberate.com/architecture/dc2.html</a> , (11/16/01) p. 1 of 1.	
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		"Spike High Performance Server Array," Mixed Signals Technologies, Inc., <a href="http://www.mixedsignals.com">www.mixedsignals.com</a> , <a href="mailto:ltvinfo@mixedsignals.com">ltvinfo@mixedsignals.com</a> (2000) p. 1.	
		"power, flexibility, and control," RespondTV, <a href="http://www.respondtv.com/whyrespond.html">www.respondtv.com/whyrespond.html</a> (11/16/01) pp. 1-2.	
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		"The Wink System," Wink System Diagram, <a href="http://www.wink.com/contents/tech_diagram.html">www.wink.com/contents/tech_diagram.html</a> , (11/16/01) p. 1 of 1.	
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Examiner Name	Sean M. Reilly

Attorney Docket Number

BS01376

**OTHER PRIOR ART -- NON PATENT LITERATURE DOCUMENTS**

Examiner Initials *	Cite No. <sup>1</sup>	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T <sup>2</sup>
		"What Is Wink: Examples," What Is Wink - Examples, <a href="http://www.wink.com/contents/examples.html">www.wink.com/contents/examples.html</a> , (11/16/01) pp. 1-2.	
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		"ACTV, Inc. Offers Exclusive Preview of 'Individualized Television' at Official All-Star Café," Business Wire, Sept. 16, 1998.	
		"ACTV's HyperTV & 'Individualized Television' to be Powered by Sun Microsystems' JavaTV Technology," Business Wire, Apr. 21, 1999.	
		Whitaker, Jerry, "Interactive TV: Killer App or Technical Curiosity?", Broadcast Engineering, Dec. 1999.	
		Dickson, Glen, "Digital TV gets specifically directed," Broadcasting & Cable, June 5, 2000.	
		Reed, David, "The future is digital," Precision Marketing, v. 13, n.51, pg. 27, Sept. 21, 2001.	

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Effective on 12/08/2004.  
Fee pursuant to the Consolidated Appropriations Act, 2006 (H.R. 4818).**FEE TRANSMITTAL**  
For FY 2005 Applicant claims small entity status. See 37 CFR 1.27TOTAL AMOUNT OF PAYMENT (\$)  
**180.00****Complete If Known**

Application Number	10/039,062
Filing Date	December 31, 2001
First Named Inventor	William R. Matz
Examiner Name	Shawn M. Reilly
Art Unit	2153
Attorney Docket No.	BS01376

**METHOD OF PAYMENT** (check all that apply)

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**FEE CALCULATION****1. BASIC FILING, SEARCH, AND EXAMINATION FEES**

Application Type	FILING FEES		SEARCH FEES		EXAMINATION FEES		Fees Paid (\$)
	Fee (\$)	Small Entity Fee (\$)	Fee (\$)	Small Entity Fee (\$)	Fee (\$)	Small Entity Fee (\$)	
Utility	300	150	500	250	200	100	
Design	200	100	100	50	130	65	
Plant	200	100	300	150	160	80	
Reissue	300	150	500	250	600	300	
Provisional	200	100	0	0	0	0	

**2. EXCESS CLAIM FEES**Fee Description

Each claim over 20 (including Reissues)

Small EntityFee (\$)

50

Each independent claim over 3 (including Reissues)

25

Multiple dependent claims

200

Total Claims

360

- 20 or HP =  X = 

180

HP = highest number of total claims paid for, if greater than 20.

Indep. Claims

Multiple Dependent ClaimsFee (\$)Fee Paid (\$)- 3 or HP =  X = 

HP = highest number of independent claims paid for, if greater than 3.

**3. APPLICATION SIZE FEE**

If the specification and drawings exceed 100 sheets of paper (excluding electronically filed sequence or computer listings under 37 CFR 1.52(e)), the application size fee due is \$250 (\$125 for small entity) for each additional 50 sheets or fraction thereof. See 35 U.S.C. 41(a)(1)(G) and 37 CFR 1.16(s).

Total Sheets      Extra Sheets      Number of each additional 50 or fraction thereof      Fee (\$)  
- 100 - / 50 = (round up to a whole number) x = **4. OTHER FEE(S)**

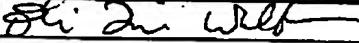
Non-English Specification, \$130 fee (no small entity discount)

Fee Paid (\$)

Other (e.g., late filing surcharge): IDS - 37 CFR 1.97(b)(3)

\$180.00

**SUBMITTED BY**

Signature		Registration No. (Attorney/Agent) 45,197	Telephone 757-253-5729
Name (Print/Type)	Bambi Falvre Walters		Date March 15, 2005

This collection of information is required by 37 CFR 1.138. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 30 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments and suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

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PTO/SB/17 (12-04v2)

Approved for use through 07/31/2008. OMB 0651-0032

U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE

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Effective on 12/06/2004.  
 Fees pursuant to the Consolidated Appropriations Act, 2005 (H.R. 4818).  
**FEE TRANSMITTAL**  
 For FY 2005

 Applicant claims small entity status. See 37 CFR 1.27**TOTAL AMOUNT OF PAYMENT (\$)** 180.00**Complete If Known**

Application Number	10/039,062
Filing Date	December 31, 2001
First Named Inventor	William R. Matz
Examiner Name	Shawn M. Reilly
Art Unit	2153
Attorney Docket No.	BS01376

**METHOD OF PAYMENT (check all that apply)**

<input type="checkbox"/> Check	<input checked="" type="checkbox"/> Credit Card	<input type="checkbox"/> Money Order	<input type="checkbox"/> None	<input type="checkbox"/> Other (please identify): _____
<input type="checkbox"/> Deposit Account		Deposit Account Number: _____		Deposit Account Name: _____
For the above-identified deposit account, the Director is hereby authorized to: (check all that apply)				
<input checked="" type="checkbox"/> Charge fee(s) indicated below		<input type="checkbox"/> Charge fee(s) indicated below, except for the filing fee		
<input checked="" type="checkbox"/> Charge any additional fee(s) or underpayments of fee(s) under 37 CFR 1.16 and 1.17		<input checked="" type="checkbox"/> Credit any overpayments		

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**FEE CALCULATION****1. BASIC FILING, SEARCH, AND EXAMINATION FEES**

Application Type	FILING FEES		SEARCH FEES		EXAMINATION FEES		Fee Paid (\$)
	Fee (\$)	Small Entity	Fee (\$)	Small Entity	Fee (\$)	Small Entity	
Utility	300	150	500	250	200	100	_____
Design	200	100	100	50	130	65	_____
Plant	200	100	300	150	160	80	_____
Reissue	300	150	500	250	600	300	_____
Provisional	200	100	0	0	0	0	_____

**2. EXCESS CLAIM FEES****Fee Description**

Each claim over 20 (including Reissues)

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200	100
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Each independent claim over 3 (including Reissues)

Total Claims	Extra Claims	Fee (\$)	Fee Paid (\$)	Multiple Dependent Claims	Fee (\$)	Fee Paid (\$)
- 20 or HP =	x	=				

HP = highest number of total claims paid for, if greater than 20.

Indep. Claims	Extra Claims	Fee (\$)	Fee Paid (\$)
- 3 or HP =	x	=	

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Total Sheets	Extra Sheets	Number of each additional 50 or fraction thereof	Fee (\$)	Fee Paid (\$)
- 100 =	/ 50 =	(round up to a whole number) x	=	

**4. OTHER FEE(S)**

Non-English Specification, \$130 fee (no small entity discount)

Other (e.g., late filing surcharge): IDS - 37 CFR 1.87(b)(3)

Fee Paid (\$)

\$180.00

**SUBMITTED BY**

Signature		Registration No. (Attorney/Agent) 45,197	Telephone 757.253.5729
Name (Print/Type)	Bambi Falvre Walters		Date March 15, 2005

This collection of information is required by 37 CFR 1.136. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 30 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

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